

FEAST

Inspired Local Food Culture | **MIDWEST**

feastmagazine.com

PRINT | DIGITAL | SOCIAL MEDIA | FEAST TV | EVENTS

2019 MEDIA KIT



ST. LOUIS | KANSAS CITY | SPRINGFIELD | COLUMBIA

FEAST

Inspired Local Food Culture | MIDWEST

feastmagazine.com

OUR CLIENT MISSION

By positioning your business with Feast, you ensure that your message will reach a consumer who is actively seeking great content on anything and everything culinary in this region. Media's strength is measured by its voice, and Feast is constantly expanding its reach through cooking classes, wine tastings, cross promotions, broadcast appearances and event sponsorships. When you invest your marketing dollars with Feast, you are reaching an interested audience and aligning your business with a brand that is an active part of food and drink in this region and one that positively promotes the local culinary scene and encourages growth in the industry.

We plan a lot of our dining out on weekends around this magazine and are never disappointed. - G. Harley



A MULTIMEDIA MARKETING PROGRAM



PRINT

An award-winning monthly print publication delivers culinary content across the state of Missouri, Southern Illinois and Eastern Kansas.



DIGITAL

Daily content is delivered to visitors at feastmagazine.com. Your message can also be delivered to the inbox of Feast readers with two weekly e-newsletters and exclusive e-blasts.



SOCIAL MEDIA

Connect with Feast followers through Facebook, Twitter, Instagram and Pinterest.



FEAST TV

An Emmy Award-winning half-hour series offers delicious inspiration.



EVENTS

Reach Feast foodies with integrated brand sponsorships.



**I love Feast Magazine!
Awesome resource for
everyone who loves food!**

- S. Wenger



PRINT

► READERSHIP

262,500*

Readers

*based on a pass along rate of 2.5

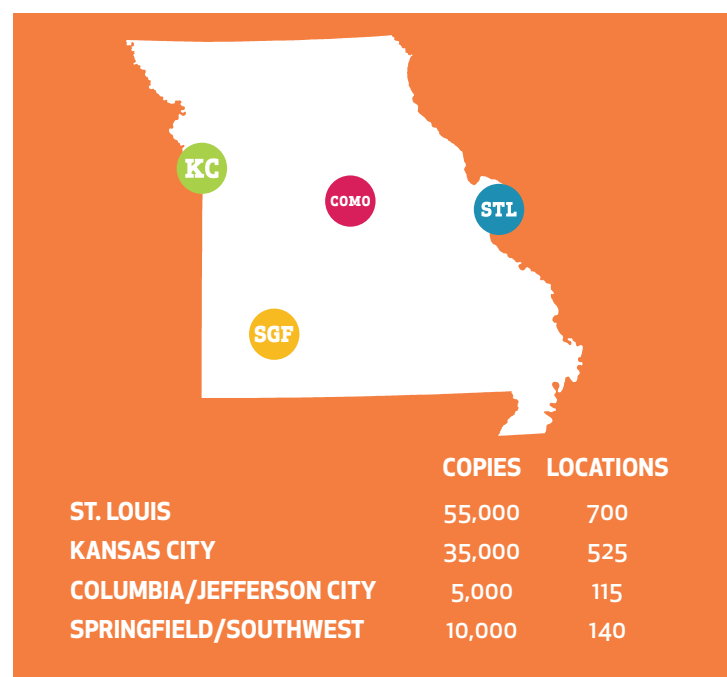
► DISTRIBUTION

1,500+

Pick-up sites

► CIRCULATION

105,000 monthly



► READER PROFILE

Gender:	Women	55%
	Men	45%
Age:	18 - 34	16%
	25 - 54	48%
	35 - 54	32%
	55+	52%
Education:	Some College	30%
	College/Postgrad	47%
Income:	\$50 - \$99,999	43%
	\$100,000+	22%
Home Value:	Owns Home	84%
	Less Than \$199,999	46%
	\$200,000 - \$499,999	33%

IN EVERY ISSUE

Feast staff and contributors deliver content that impacts culinary decisions based on whether you're "going out" or "staying in."

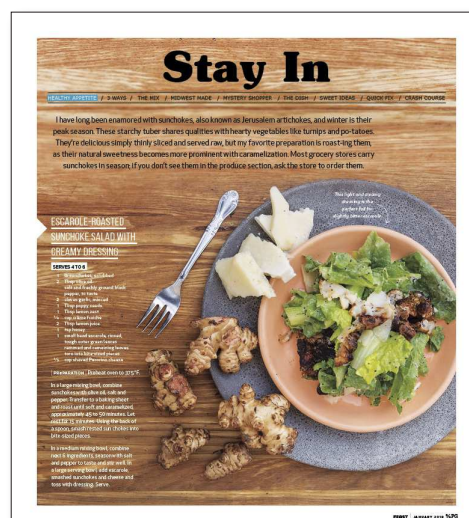
GO OUT: *Where we're dining this month*

- Chef interviews
- Local shop profiles
- Dining district tours
- Top destinations for dining and drinking



STAY IN: *Inspiring readers to get cooking*

- Home cooks will learn tips and tricks
- Original, seasonal recipes
- Cooking demos, from pie crust to cocktails
- Locally made products



EDITORIAL CALENDAR

		PROMOTIONAL CONTENT WHAT'S ON THE MENU	PROMOTIONAL CONTENT SPECIAL SECTIONS
JANUARY Space deadline: 12.12.18 Materials due: 12.14.18	COVER STORY The Tastemakers Issue COOKING FEATURE: Dutch Oven Cooking	Soup	Wedding Guide
FEBRUARY Space deadline: 1.11.19 Materials due: 1.15.19	The Scandinavian Food Issue COOKING FEATURE: Coffee	Donuts	Small Bites, Big Flavor
MARCH Space deadline: 2.8.19 Materials due: 2.12.19	The Late-Night Eats Issue COOKING FEATURE: Pizza	Tacos	Day Trips Spring Party Favorites
APRIL Space deadline: 3.15.19 Materials due: 3.19.19	The Local Grains Issue COOKING FEATURE: Bread	Vegetarian	Annual Beer Guide Spring Festivals and Events
MAY Space deadline: 4.12.19 Materials due: 4.16.19	Beer, Wine & Spirits COOKING FEATURE: Happy Hour Handbook	Barbecue	Pick of the Pours Outdoor Dining Guide
JUNE Space deadline: 5.10.19 Materials due: 5.14.19	The Farm Issue COOKING FEATURE: Salads	Burgers	BBQ Guide Summer Party Foods
JULY Space deadline: 6.14.19 Materials due: 6.18.19	Summer Spectacular COOKING FEATURE: Fried Chicken	Pasta	Dishes From Around the World St. Louis Craft Beer Week Insert
AUGUST Space deadline: 7.12.19 Materials due: 7.16.19	Feast 50 COOKING FEATURE: Barbecue	Sandwiches	Feast 50 Celebration
SEPTEMBER Space deadline: 8.9.19 Materials due: 8.13.19	The Holy Cow! Issue COOKING FEATURE: Burgers	Breakfast	Fall Festivals and Events Missouri Wine Month
OCTOBER Space deadline: 9.13.19 Materials due: 9.19.19	The Middle Eastern Food Issue COOKING FEATURE: Hummus	Pizza	Farm to Table Tastes
NOVEMBER Space deadline: 10.11.19 Materials due: 10.15.19	The Thanksgiving Issue COOKING FEATURE: Pie	Steak	Holiday Party Favorites
DECEMBER Space deadline: 11.8.19 Materials due: 11.12.19	Holiday Handbook COOKING FEATURE: Truffles	Sweets	Holiday Giveaways

DIGITAL

FEASTMAGAZINE.COM

► **1,013,995**

Monthly Page Views

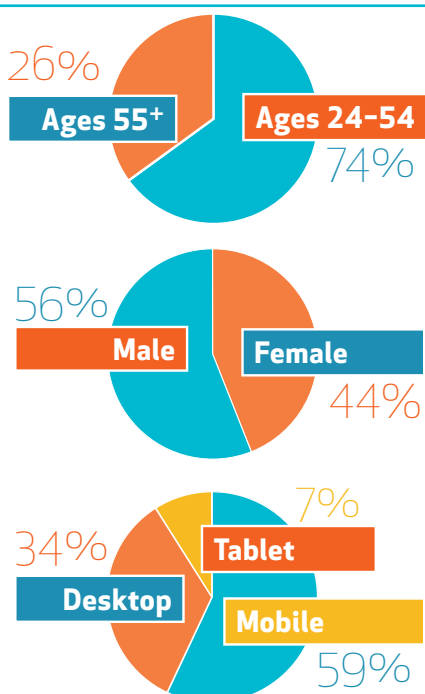
► **135,458**

Monthly Unique Visitors

► **96.4%**

Average New Visitors

DEMOGRAPHICS



E-MARKETING

	SUBSCRIBERS	DELIVERY
► Feast Favorite Recipes	13,078	Monday
► Midwest News	15,626	Wednesday
► Feast Exclusive	15,626	*Any Day
► Feast 5	15,626	Last Friday of Every Month

AD/POSITIONS/SPECS/RATES:

► Big Ad	300 x 250	\$250
► Advertorial	125 x 125 photo or logo	\$250
► Featured Recipe	300 x 500 with photo and recipe text	\$250
► Feast Exclusive	600 x 800 image	\$500

*Available on Tuesday, Thursday or Friday

SOCIAL



FACEBOOK: More than 54,000 followers



TWITTER: More than 52,000 followers



INSTAGRAM: More than 40,000 followers



PINTEREST: More than 7,000 followers

SPONSORED POST

Reach Feast's social media fans through a sponsored post on our Facebook page or Twitter feed.

\$250

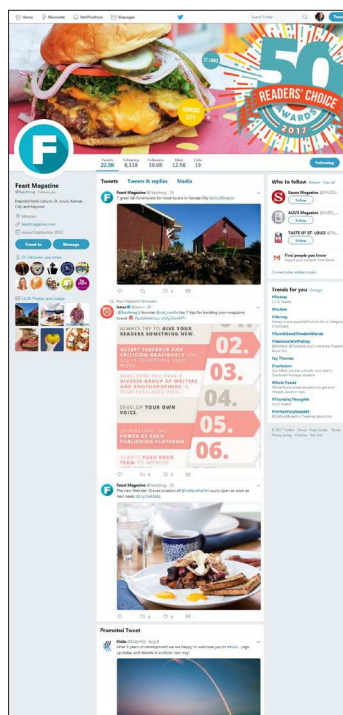
Includes photo, text and web link.

SPONSORED POST WHEN ADVERTISING IN FEAST MAGAZINE

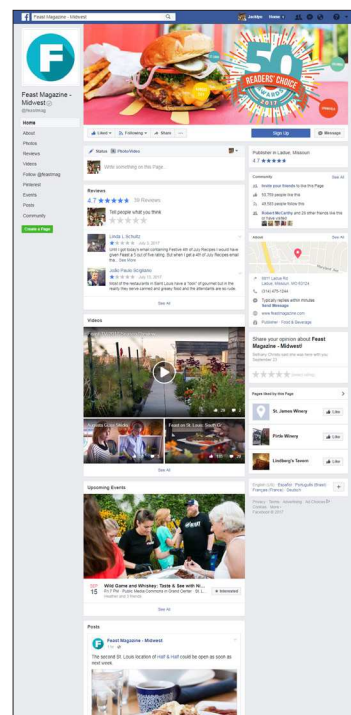
\$150

SAVE 40%

TWITTER



FACEBOOK



► *Feast TV* is broadcast on public television in six markets:

- St. Louis: **Nine Network**
- Kansas City: **KCPT**
- Mid-Missouri: **KMOS**
- Osage Beach: **Lake TV**
- Southern Illinois: **WSIU**
- Southern Missouri: **Ozarks Public Television**

► *Feast TV* episodes take viewers into restaurant kitchens, behind the bar, and into local shops and production facilities throughout the region.

► *Feast TV* airs 13 episodes annually with multiple broadcasts each month.

THE MONTHLY REACH
OF *FEAST TV* **1,496,840**

PRINT



262,500

BROADCAST



58,719*

*Based on Nine Network and KCPT only.
Three other networks add to the reach.

ONLINE



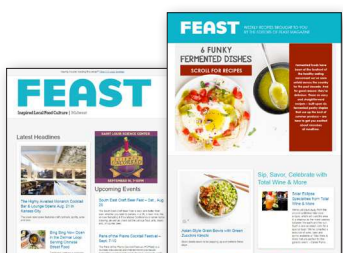
1,013,995

SOCIAL



146,000

E-MARKETING



15,626**

*TRAC Media Services, Nielsen **Delivery through Midwest News

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP

One sponsorship partner receives the naming rights to *Feast TV* with category exclusivity.



RESTAURANTS

VENUE SPONSORSHIP

The official demonstration kitchen of *Feast TV* is featured in every episode.



CHEFS

AUTOMOTIVE SPONSORSHIP

One automotive dealer is featured in multiple segments during the season.



FARMS

CONTENT SPONSORSHIP

May include wine, beer, grocery, utensils and other opportunities.



SHOPS

PARTICIPATING SPONSORSHIP

May include hair, wardrobe and other opportunities.



BARS

EVENTS



MAY 2019

An Annual Wine, Beer and Spirits Social

The fifth-annual event includes sampling of wine, beer and spirits, as well as tastings from area restaurants.



MAY - OCT. 2019

Taste & See

Guests get a behind-the-scenes look at *FeastTV* and get to "meet the makers" highlighted in the show.



AUGUST 2019

Feast 50 Celebration

A yearly tip of the hat to the best in the regional food-and-drink scene.



I love this magazine! It tells me everything food and drink in Kansas City I didn't know, plus St. Louis, Columbia and other places in Missouri. I'm undone (and hungry) every time I read the monthly publication. - C. Batz



OTHER PROMOTIONS

► CUSTOM CONTENT VIDEOS:

Feast will create, shoot and produce a custom one-to-three-minute profile video for client promotional purposes.

The video package includes:

- Video production and editing
- Completed video uploaded to Feast website, promoted via social media and in the Feast e-newsletter
- Digital file is provided to clients to use however they wish

Rate: \$4,000*

**Rate doesn't include host or other talent, if desired.*



Farmers' Market Cocktails: Propagator Punch

57 views

2 0 SHARE



Feast Magazine
Published on Aug 29, 2017

SUBSCRIBE 1.5K

Learn to make Propagator Punch, a seasonal batch cocktail made with Till Vodka and local watermelon, lime and jasmine tea. The drink was created by Tim Wiggins, beverage director at Retreat Gastropub in St. Louis, for our Farmers' Market Cocktails series.

SHOW MORE

► CUSTOM CONTENT

Become a part of the content in Feast Magazine with a promotional advertorial. A full-page feature is created with your custom content and written from an editorial point of view.



◀ INSERTS

Your single- or multipage custom piece can be inserted into a monthly issue of Feast. Geographic targeting is available.



PRINT RATES & SPECS

DIGITAL RATES & SPECS

AD RATES

1 TO 3
ISSUES

4 TO 6
ISSUES

7 TO 12
ISSUES

AD SIZES
(BUILD TO)

STANDARD ADS:

Spreads	\$5,460	\$5,170	\$4,725	w/ .25" bleed = 22.25" x 12.5"
Full Page	\$3,500	\$3,100	\$2,625	w/ .25" bleed = 11.375" x 12.5"
1/2 v pg	\$2,145	\$1,865	\$1,625	4.76" x 10.8"
1/2 h pg	\$2,145	\$1,865	\$1,625	9.67" x 5.34"
1/4 v pg	\$1,090	\$950	\$830	4.76" x 5.34"
1/8 h pg	\$550	\$480	\$420	4.76" x 2.61"

PREMIUM COVERS:

Outside Back	\$4,375	\$3,875	\$3,280	w/ .25" bleed = 11.375" x 12.5"
Inside Front/Back	\$4,200	\$3,720	\$3,150	w/ .25" bleed = 11.375" x 12.5"

PREMIUM ADS:

Page 3 – Full Page	\$4,025	\$3,565	\$3,000	w/ .25" bleed = 11.375" x 12.5"
1/2 v Page – TOC Bookends	\$3,850	\$3,410	\$2,890	4.76" x 10.8"
Section Intro – Full Page	\$3,675	\$3,255	\$2,755	w/ .25" bleed = 11.375" x 12.5"

FULL
Live Area
9.675" x 10.8"

Trim Size
10.875" x 12"

1/2 v

1/4 v

1/4 v

1/2 h

1/8 h

1/8 h

1/4 v

AD SPECS:

- ▶ Photo resolution is a **300 dpi** minimum to ensure best print quality
- ▶ No web images accepted
- ▶ Recommended size for reverse type is 10 points
- ▶ Acceptable file formats are: .pdf, .psd, .jpg, .eps or .tif

POSITION

SPECS

MOBILE SPECS

STANDARD POSITIONS:

Big Ad	300 x 250 px	300 x 250 px
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OF IMPRESSIONS

RATES

10,000	\$100/mo
25,000	\$250/mo
35,000	\$350/mo
50,000	\$500/mo

PREMIUM POSITIONS:

RATES

Adhesion*	728 x 90 px 300 x 600 px 160 x 600 px	320 x 100 px	\$250/wk
Top Leaderboard	728 x 90 px	320 x 50 px	\$500/wk
Horizon	1920 x 600 px (top) 1170 x 70 px (bottom)	800 x 250 px (top) 320 x 100 px (bottom)	\$750/wk
Reveal	1920 x 600 px	800 x 250 px	\$750/wk

*One ad displays depending on screen size.

The screenshot shows the FEAST website layout with several ad positions highlighted:

- Reveal 1920 x 600 px**: Located at the top of the page.
- Leaderboard 728 x 90 px**: Located below the header.
- Top Big Ad 300 x 250 px**: Located on the right side of the page.
- Big Ad 300 x 250 px**: Located on the right side of the page, below the Top Big Ad.
- Adhesion 728 x 90 px**: Located at the bottom of the page.

The website content includes the FEAST logo, navigation links, and various news articles under the heading "ST. LOUIS NEWS".

ST. LOUIS / KANSAS CITY / SPRINGFIELD / COLUMBIA



FEAST

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